



Criteria for Assessment of Dissemination Activities

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Future Sky Safety is a Joint Research Programme (JRP) on Safety, initiated by EREA, the association of European Research Establishments in Aeronautics. The Programme contains two streams of activities: 1) coordination of the safety research programmes of the EREA institutes and 2) collaborative research projects on European safety priorities.

This task defines the criteria for the assessment of the dissemination activities performed by Future Sky Safety. Based on the Dissemination Products and Actions described in the Dissemination Plan (D2.2), key performance indicators have been identified; the dissemination performance will be evaluated three times along the programme duration (M18 – M36 – M48) and specific deliverables are foreseen.

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EXECUTIVE SUMMARY

Problem Area

Dissemination, exploitation and communication of knowledge are a key ingredient for any successful research project. Project P2 is specifically dedicated to Dissemination, Exploitation and Communication of Future Sky Safety programme. In particular, P2 ensures that all aspects of dissemination are efficiently and effectively managed, aiming at communicating in a consistent and distinctive way, while engaging and involving different categories of users, stakeholders and other audiences. To do that, periodical assessments of dissemination activities are needed, in order to verify if the dissemination is executed as planned and the dissemination objectives are effectively achieved.

Description of Work

Based on the activities described in the dissemination plan, on the European guidelines for dissemination and on the review of other research projects dissemination actions, a set of criteria for the assessment of the dissemination activities performed by Future Sky Safety has been defined. Together with this criteria, key performance indicators have been identified, setting specific targets for the three assessment moments alongside the programme duration (M18 – M36 – M48).

Results & Conclusions

A set of quantitative and qualitative criteria has been identified to assess the dissemination activities and answer to the following questions:

- Are the dissemination activities performing as planned?
- Are the dissemination activities performing effectively?

The qualitative criteria considered for Future Sky Safety are:

1. Evolution of key messages to be disseminated per project;
2. Target audience distribution;
3. Expected audience reaction.

The quantitative criteria selected are:

1. Third parties events/conferences attended
2. Events organised by Future Sky Safety

3. Academic publications
4. Articles on magazines & press releases
5. Website statistics, including
 - N° of visits to the website;
 - Countries' visitors;
 - Visitors' behaviour;
 - Search channels;
 - Time spent on the website;
 - Search engine position;
 - N° of periodical news on the website;
 - N° of downloads of public documents.

All these criteria have been transformed in Key Performance Indicators, with specific targets defined for each assessment timeframe.

Applicability

This deliverable applies to the whole P2 dissemination activity. In particular, it defines the criteria for the assessment of dissemination activities that will be performed at M18 (D2.8 “1st Assessment of dissemination and exploitation activities”), M36 (D.12 “2nd Assessment of dissemination and exploitation activities”) and M48 (D2.15 “3rd Assessment of dissemination and exploitation activities”). The results of these assessments will be used to steer and refine the dissemination actions.